7 Tips to **Boost Your COVI** Philanthropic Efforts

Higher education institutions share how advancement is making a difference in challenging times

1. Be flexible

Princeton University is encouraging contributions to its unrestricted Annual Giving fund and quickly funneling resources where they are needed most.

Source: https://giving.princeton.edu

2. Address specific needs

Texas Tech's "Red Raider Response" campaign focused on the safe return of students studying abroad and raised funds to bring them home.

Source: https//crowdfund.give2tech.com/project/20376

3. Identify partnerships

Portland Community College Foundation

worked with an ISP to provide students with







high-speed internet access.

Source: https://www.pcc.edu/news/2020/04/pcc-foundation-support-fund

4. Engage the student body

University of California Davis' "Aggies Helping Aggies" student foundation supports undergraduate programs and instills a giving mindset early in the student lifecycle.

Source: https://giving.ucdavis.edu/ways-to-give/student-foundation

5. Leverage the fight for a cure

The University of Virginia makes its research into COVID-19 vaccines and treatments a centerpiece of donor outreach.

Source: https://giving.virginia.edu/help-meet-covid-19-challenges

6. Ensure donations make a difference

The University of Alabama Birmingham

set-up a drive-through food pantry to overcome the obstacles of social distancing.

Source: https://www.uab.edu/benfund/blazer-kitchen

7. Pivot with the power of cloud **Oregon State University Foundation's**

SaaS-based CRM system allowed it to shift to remote operations quickly and launch the Beavers Care Fund

to assist students in near real-time.

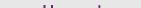
Source: https://app.fundmetric.com/qvRUQF9u4













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